

**Claims:**

1. A fluid container having a body defining an interior volume, said container having an internal display substrate disposed within said interior volume.
- 5 2. The fluid container of claim 1 wherein said internal display substrate is shaped to so as to permit substantially all liquid contained in said container to be withdrawn.
3. The fluid container of claim 2 wherein one or more openings are formed in the substrate for allowing said liquid to pass through said substrate.
- 10 4. The fluid container of claim 2 wherein at least a portion of the perimeter of the substrate is spaced apart from the body of the fluid container.
5. The fluid container of claim 1 wherein said internal display substrate is moveably disposed within said interior volume.
6. The fluid container of claim 1 wherein said internal display substrate  
15 has a perimeter, said perimeter conforming at least in part to a cross section of said interior volume.
7. The fluid container of claim 6 wherein the perimeter substantially conforms to the cross section.
8. The fluid container of claim 6 wherein one or more openings are formed in  
20 the substrate for allowing said liquid to pass through said substrate.
9. The fluid container of claim 6 wherein at least a portion of the perimeter of the substrate is spaced apart from the body of the fluid container.
10. The fluid container of claim 5 wherein said container has a convex front having a curvature and wherein movement of said internal display substrate  
25 toward said front is limited by said curvature.

11. The fluid container of claim 5 wherein said container has a back, and a dispensing pump positioned at a top of said container, said dispensing pump having a feed tube depending therefrom, and wherein movement of said internal display substrate toward said back is limited by said feed tube.
12. The fluid container of claim 5 wherein said container has a convex back having a curvature and wherein movement of said internal display substrate toward said back is limited by said curvature.
13. The fluid container of claim 5 wherein said body comprises a front and further comprises internal guides integrally formed as part of said body, said guides protruding into said internal volume, such that said guides arrest movement of said internal display substrate toward said front.
14. The fluid container of claim 1 wherein said internal display substrate is an integrally formed with said body.
15. The fluid container of claim 1 wherein said internal display substrate has a graphic disposed thereon, said graphic being liquid sensitive such that a first portion of said graphic displays a first image when said first portion is exposed to a liquid and a second portion that displays a second image when said graphic is exposed to air.
16. The fluid container of claim 1 wherein said internal display substrate has a graphic disposed thereon, said graphic changing over time such that said graphic displays a first image at time  $T=0$  and a second image at time  $T=N$ , where  $N$  is a predetermined time interval.
17. The fluid container of claim 1 further comprising a front, wherein said front has a first graphic disposed thereon, and said internal display substrate has a second graphic disposed thereon.

18. The fluid container of claim 1 further comprising a back, wherein said back has a first graphic disposed thereon, and said internal display substrate has a second graphic disposed thereon.

19. The fluid container of claim 1 further comprising a front and a back,  
5 wherein said front has a first graphic disposed thereon, said internal display substrate has a second graphic disposed thereon, and said back has a third graphic disposed thereon.

20. A fluid container defining an interior volume and having a back and a convex front having a curvature, said internal volume comprising a rear  
10 volume proximate to said back, a front volume proximate to said front, and a medial volume between said rear volume and said front volume, said fluid container having an internal display substrate moveably disposed in said interior volume, wherein movement of said internal display substrate from said medial volume into said front volume is limited by said curvature.

15 21. The fluid container of claim 20 wherein said back is a convex back having a second curvature, and wherein movement of said internal display substrate from said medial volume into said rear volume is limited by said second curvature.

22. The fluid container of claim 20 further comprising a pump positioned at  
20 a top thereof, said pump having a feed tube depending therefrom, wherein movement of said internal display substrate from said medial volume into said rear volume is limited by said feed tube.

23. A method of installing an internal display substrate in a fluid container, said fluid container defining an interior space and having an opening for  
25 receiving a pump, said internal display substrate being constructed of a flexible material and being biased to maintain a planar shape, the method comprising: compacting said internal display substrate into a shape that is sufficiently small to permit said compacted internal display substrate to fit through said opening; moving said internal display substrate completely

through said opening so that said internal display substrate is disposed entirely within said interior space; releasing said internal display substrate; and agitating said fluid container.

24. The method of claim 23 wherein said compacting step comprises rolling said internal display substrate into a tubular shape having a diameter that is sufficiently small to permit said rolled internal display substrate to fit through said opening.

The method of claim 23 wherein said compacting step comprises fan-folding said internal display substrate.

25. A fluid container having a body defining an interior volume wherein at least part of said body is composed of a material that is liquid impervious and vapour pervious.

26. The fluid container of claim 25 wherein said body comprises an upper portion and a lower portion, and said at least part of said body that is composed of a material that is liquid impervious and vapour pervious is said lower part of said body.

27. The fluid container of claim 26 wherein said body comprises an upper portion and a lower portion, and said at least part of said body that is composed of a material that is liquid impervious and vapour pervious is said upper part of said body.

28. A fluid container comprising
- (a) a body defining an interior volume and having an interior surface;
  - (b) at least one opening defined in said body;
  - (c) at least one piece of material that is liquid impervious and vapour pervious;

wherein said piece of material is sealingly secured to said interior surface so as to define a barrier between said at least one opening and said internal volume that is liquid impervious and vapour pervious.